

Message Text

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ACTION EA-12

INFO OCT-01 AF-10 ARA-14 EUR-12 ISO-00 EB-08 /057 W
-----045164 250927Z /13

R 250744Z JUL 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 9854
AMEMBASSY LONDON
AMEMBASSY NAIROBI
AMEMBASSY PARIS
AMEMBASSY TAIPEI
AMCONSUL JOHANNESBURG
AMCONSUL SAO PAULO

UNCLAS SECTION 01 OF 02 TOKYO 13388

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: VSMF QUARTERLY EVALUATION: TOKYO

SUMMARY. THE VSMF WAS IN FULL-TIME OPERATION FOR THE APRIL-JUNE QUARTER IN THE BUSINESS INFORMATION CENTER IN TOKYO. RESULTS OF THE USER QUESTIONNAIRE ARE COMPLETED AND REPORTED BELOW, INCLUDING EIGHT "SUCCESS STORIES." IN ADDITION, EMBASSY DISPLAYED VSMF AT TC INDUSTRIAL PROCESS CONTROL INSTRUMENTATION SHOW, APRIL 25-28, AND HAD 102 REQUESTS TO SEE DEMONSTRATION OF THE SYSTEM. END SUMMARY.

1. STATISTICS ON VSMF USE FOLLOW. TOTAL NUMBER OF USERS: 91. PERCENT OF FOREIGN BUSINESS BUYERS, 100 PCT. VSMF FILES USED: DOCUMENTATION, 49 PCT; MEDICAL, 18 PCT; BUILDING PRODUCTS, 16 PCT; DESIGN ENGINEERING, 8 PCT; PLANT ENGINEERING, 7 PCT; TRANSPORTATION, 2 PCT. NUMBER OF HARD COPIES MADE, 959.

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2. PRODUCT CATEGORIES SEARCHED (BY SIC CODE AND PRODUCT CATEGORY):
2394 CANOPY
2431 LOUVERS
2510 FURNITURE
2641 COATING TAPE
2813 (COUNT THREE TIMES) MEDICAL GAS

2821 RESIN CHEMICALS
2851 (COUNT TWICE) PAINT, CHEMICALS
2860 ORGANIC CHEMICALS
3079 (COUNT TWICE) FILM, PLASTIC PRODUCTS
3229 FIBER GLASS
3312 (COUNT SEVEN TIMES) STAINLESS STEEL,
- SHIP EQUIPMENT
3325 (COUNT EIGHT TIMES) METALS AND ALLOYS, STEEL
3423 (COUNT TWICE) HEAT FLUX INSTRUMENTATION
3443 TANK
3452 (COUNT FOUR TIMES) FASTENERS
3494 (COUNT FIVE TIMES) SAFETY VALVES, BALL VALVE
3519 ENGINE
3541 MACHINE TOOLS
3532 ROCK BITS
3545 SCALES
3547 ROLLERS
3561 (COUNT THREE TIMES) PUMPS
3562 BEARINGS
3566 GEARS
3568 (COUNT TWICE) FLEXIBLE SHAFTS, ROTARY JOINT
3569 (COUNT THREE TIMES) ROBAT, METAL SCREEN
3573 (COUNT TWICE) COMPUTER
3582 DRY CLEANING EQUIPMENT
3599 FLEXIBLE TUBING
3613 (COUNT TWICE) FUSES
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3629 ELECTRICAL SUPPLIES
3641 (COUNT TWICE) LAMPS
3693 X-RAY DEVICE
3662 DISPLAY UNIT
3679 ELECTRONIC PARTS
3714 AUTOMOBILE WIPER BLADES
3825 (COUNT TWICE) TESTING EQUIPMENT
3728 FLUID COMPONENTS
3823 FLOW METER
3829 (COUNT TWICE) RESISTER NOISE TEST SET,
- METALS TESTER
3832 SURGICAL MICROSCOPIES
3841 (COUNT FOUR TIMES) MEDICAL EQUIPMENT
3842 AUTOMOBILE SAFETY BELTS
3843 DENTAL CATHETER
3861 COPY MACHINE
3915 (COUNT TWICE) DIAMOND POINTS
5211 (COUNT TWICE) BUILDING SUPPLIES
7414 HEAT PRESS

3. USER COMMENTS ARE STILL FAVORABLE, AND REPEAT USERS
CLIMBED TO 47 PERCENT, UP FROM 34 PERCENT FROM THE LAST

QUARTER. USE OF THE MEDICAL FILE ALSO ROSE, FROM 14 PERCENT LAST QUARTER TO 18 PERCENT THIS QUARTER. EMBASSY CONTINUES TO BELIEVE THAT THE MEDICAL FILE SHOULD BE RETAINED AND UPDATED, IF POSSIBLE.

4. EMBASSY CONDUCTED A VSMF USER SURVEY DURING THIS QUARTER WHICH COVERED JUNE, 1977 - MARCH, 1978 PERIOD. OF 345 QUESTIONNAIRES MAILED, 241 REACHED ADDRESSEES

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(104 WERE RETURNED BY POST OFFICE AS UNDELIVERABLE).
OF 241 QUESTIONNAIRES WHICH REACHED USERS, 100 RESPONSES
WERE RECEIVED (41.5 PERCENT RETURN RATE). REPLIES AS
FOLLOWS: (A) IN RESPONSE TO QUESTION OF HOW USEFUL
IS VSMF IN IDENTIFYING U.S. SUPPLIERS AND PRODUCTS,
47 REPLIED "VERY USEFUL," 45 "SOMEWHAT USEFUL," AND
8 "NOT USEFUL." (B) 37 RESPONDENTS SAID THEY HAD
CONTACTED A U.S. SUPPLIER THROUGH VSMF SYSTEM AND, OF
THESE, 29 SAID THEY HAD RECEIVED A REPLY FROM U.S.
COMPANY. (C) IN RESPONSE TO QUESTION OF WHETHER
INFORMATION OBTAINED FROM VSMF RESULTED DIRECTLY IN
RESPONDENT'S FIRM PLACING AN ORDER WITH A U.S. SUPPLIER,
5 REPLIED THEY HAD PLACED ONE ORDER AND 3 MORE THAN ONE
ORDER. (D) OF THE 8 FIRMS WHICH DID PLACE ORDERS,
4 PLACED ORDER(S) TOTAL UNDER 500,000 YEN, 1 PLACED
ORDER IN 1 - 10 MILLION YEN RANGE, AND 3 PLACED ORDER(S)
TOTALING OVER 10 MILLION YEN. (E) OF THE 8 FIRMS WHICH

PLACED ORDERS, 4 SAID THEY WOULD NOT HAVE PLACED ORDERS
IF VSMF HAD NOT BEEN AVAILABLE. (F) WHEN ASKED IF THEY
EXPECTED TO USE VSMF AGAIN IN FUTURE, 24 REPLIED
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"YES, OFTEN," 54 "YES, OCCASIONALLY," AND 20 "DO NOT
EXPECT TO USE IT AGAIN." (G) SUGGESTIONS FOR
IMPROVING VSMF SYSTEM WERE (1) MORE DETAILED INDEX
(15 PERSONS); (2) MORE FILMS (14 PERSONS); (3) NEED
ADDITIONAL VSMF SYSTEM IN EMBASSY (6 PERSONS); (4) NEED
MORE EASILY READABLE FILMS (6 PERSONS); AND (5) NEED
BETTER GUIDE TO VSMF SYSTEM SINCE LIBRARIANS ARE TOO BUSY
TO PROVIDE ALL ASSISTANCE REQUIRED (3 PERSONS).
5. DETAILS ON PURCHASES MADE BY EIGHT FIRMS NOTED
PARA. 4 ABOVE ARE AS FOLLOWS.

(A) YAMANOUCHI SASH COMPANY PURCHASED OVER 10 MILLION
YEN WORTH OF CLOSET DOORS FROM KINKEAD INDUSTRIES, INC.,
5860 NORTH PULASKI ROAD, CHICAGO, ILL. (60646).

(B) JAPAN HERALD COMPANY PURCHASED OVER 10 MILLION YEN
WORTH OF CLEANING MACHINES AND BICYCLE PARTS RESPECTIVELY
FROM VON SCHRADER COMPANY, 1600 JUNCTION AVENUE, RACINE,
WIS. (53403); AND INTERNATIONAL INDUSTRIES, INC., 555
WEST ADAMS ST., CHICAGO, ILL. (60606).

(C) NIPPON STEEL METAL PRODUCTS COMPANY PURCHASED OVER
10 MILLION YEN WORTH OF UNDERGROUND SUPPORTS FROM
COMMERCIAL SHEARING COMPANY, 1777 LOGAN AVENUE, YOUNGSTOWN
OHIO (44501). A LICENSING AGREEMENT IS UNDER NEGOTIATION.

(D) JOTO SEISAKUSHO K.K. PURCHASED BETWEEN ONE AND TEN
MILLION YEN WORTH OF INSULATION BLANKETS FROM A.B. CHANCE
COMPANY, 220 NORTH ALLEN ST., CENTRALIA, MO. (65240).

(E) ANAN SANGYO KAISHA, LTD. PURCHASED UNDER 500,000
YEN WORTH OF SAFETY VALVES FROM J. E. LONERGAN COMPANY,
RED LION ROAD, PHILADELPHIA, PA. (19115); AND MERCATOR
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CORPORATION (EXPORT DIVISION), P.O. BOX 142, READING,
PA (19603).

(F) GOTO SHOJI COMPANY, LTD. PURCHASED UNDER 500,000 YEN
WORTH OF CHEMICAL PLANT FILTERS FROM MULTI METAL WIRE
CLOTH INC., 501-H ROUTE 303, TAPPAN, NEW YORK (10983).

(G) DENT PRODUCTS K.K. PURCHASED UNDER 500,000 YEN WORTH OF HEATERS FOR DENTAL USE FROM E. L. WIEGAND DIVISIONS OF EMERSON ELECTRIC COMPANY, 8100 WEST FLORISSANT AVENUE, ST. LOUIS, MO. (63136).

(H) TOGAMI ELECTRIC MFG. COMPANY, LTD. PURCHASED UNDER 500,000 YEN WORTH OF SWITCHES FROM RUSSELECTRIC INC., 99 INDUSTRIAL PARK ROAD, SOUTH SHORE INDUSTRIAL PARK, HINGHAM, MA. (02043).

6. SUCCESS STORIES CITED PARA. 5 ABOVE WERE GIVEN TO EMBASSY BY LOCAL JAPANESE FIRMS BUT NOT CLEARED FOR GENERAL PUBLICATION BY EITHER JAPANESE PURCHASED OR U.S. EXPORTER. AUTHORIZATION FROM FIRMS INVOLVED SHOULD BE OBTAINED PRIOR TO PUBLICIZING THIS PROPRIETARY INFORMATION.

7. IN ADDITION, THE EMBASSY HAD A E/C SERVICES BOOTH AT THE TC INDUSTRIAL PROCESS CONTROL INSTRUMENTATION SHOW, APRIL 25-28, 1978, WHERE THE VSMF SYSTEM WAS ON DISPLAY. OF THE 206 VISITORS TO THE EMBASSY BOOTH, 102 BUSINESSMEN REQUESTED DEMONSTRATION OF THE VSMF SYSTEM. MANSFIELD

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Message Attributes

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